

U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE

**DECLARATION**

ATTORNEY'S DOCKET NO.  
**12510/70**

As a below named inventor, I hereby declare that:

My residence, post office address, and citizenship are as stated below next to my name,

I believe I am an original, first, and joint inventor of the subject matter that is claimed and for which a patent is sought on the invention entitled **SYSTEM AND METHOD FOR MEDIA RESEARCH AND NOTIFICATION**, the specification of which was filed on September 29, 2003 under Serial No. 10/674,680.

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims.

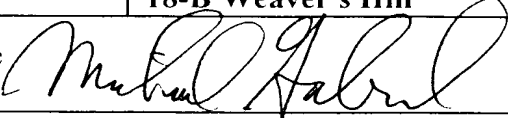
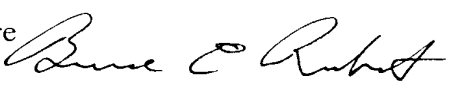

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, § 1.56(a)

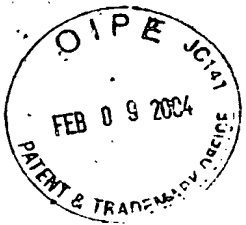
SEND CORRESPONDENCE, AND DIRECT TELEPHONE CALLS TO:

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**Customer No. 26646**

I declare that all statements made herein of my own knowledge are true and all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under § 1001 of Title 18 of the United States Code and that such willful statements may jeopardize the validity of the application or any patent issuing thereon.

|   |   |                                       |   |
|---|---|---------------------------------------|---|
|   |   |                                       |   |
| FULL NAME OF INVENTOR   | FAMILY NAME<br><b>GABRIEL</b>                         | FIRST GIVEN NAME<br><b>Michael</b>    | SECOND GIVEN NAME                           |
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| Signature  |   | Date <b>12/11/2003</b>                |   |
|   |   |                                       |   |



12510/70

**APPOINTMENT OF POWER OF ATTORNEY  
BY ASSIGNEE OF ENTIRE INTEREST**

Home Box Office, Inc. as assignee of the entire right, title, and interest in the application for patent entitled **SYSTEM AND METHOD FOR MEDIA RESEARCH AND NOTIFICATION**, filed on September 29, 2003 as U.S. Patent Application Serial No. 10/674,680, does hereby appoint, John Flock (Reg. No. 39,670), Michelle Carniaux (Reg. No. 36,098) and Paul T. Qualey (Reg. No. 45,027) as its attorneys/agents with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

Please address all communications regarding this application to:

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Dated: December 17, 2003

By: Harold E. Akselrad  
Name: **Harold E. Akselrad**  
Title: **General Counsel and  
Executive Vice President**